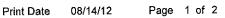
# SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or Refers to But is Not Authorized by a Candidate)

CON	ITRACT NO	5. <u>256888</u>	
1.	THE CONT	ACT PERSON FOR THE PURCHASER IS:  Elise Cloyd / Mentzer Medic  Name  600 Fair mount Ave, Ste, 306 Towson, Mb  Address  Phone Number	21226
	THE TOP C ARE:	James L. Martin	R
3.	IF THE AD	REFERS TO A CANDIDATE:	
	а.	The name of the candidate is	
	b.	The candidate seeks election to the office of the □ Primary Election, □ General Election, or □ Special Election.	_ in
4.	IF THE AD	REFERS TO AN ISSUE:	
	a.	The issue is 60 Plus Assoc.	·
	b.	The Purchaser is	

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



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Contract / Revision

Agency

Original Date / Revision

08/14/12

**Mentzer Media Services** 

Advertiser POL/60 Plus Association

#### **WKMG**

256888

08/14/12

Flight Dates 08/22/12-08/28/12

Order Sep 00:15:00 Estimate # 1907 Product 06277819 **60 PLUS ASSOC SENATE** Alt Order # Cash Billing Type 15% Agency Com **GENERAL** Order Type **Billing Contact** EOM/EOC Billing Cycle Billing Calendar BROADCAST 600 Fairmount Ave., Ste 306 Towson, MD 21286-1002 Demographic A50+ POL **ISSUE Rev Codes AGY** Product Codes PL-Issue Sales Office PHI P-3

600 Fairmount Ave., Ste 306 Towson, MD 21286-1002

**Buying Contact Elise Cloyd** 

Sales Region NAT Agency Ref

Priority Advertiser Ref

#### Primary Account Executive Kristen Waskie

**End Date** Start Date Account Executive Order% 100% Kristen Waskie

Order Share 100% Market Value 9600

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

**Billing Plan Order Totals Net Amount Gross Amount** # Spots Rating Start Date End Date # of Spots Net Amount Gross Amount Month 4 \$5,100.00 \$6,000.00 0.00 07/30/12 08/26/12 \$6,000,00 August 2012 4 \$5,100.00 \$3,600.00 2 \$3,060.00 08/28/12 \$3,600.00 0.00 08/27/12 September 2012 2 \$3,060.00 0.00 Totals 6 \$8,160.00 \$9,600.00

									Tota	<u>ls</u>
Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spe	ots Rate Pr	Rtg Type S	3pots	Amount
1 WKMG 08/23	/12 08/24/12	M-F 11p News M-F 11p News	СМ	11-1135p	TF	:30	2 \$1,800.00 P-	3 0.00 NM	2	\$3,600.00
<u>Start Date</u> Week: 08/20/12	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$1,800.00	Rating 0.00					
2 WKMG 08/26	/12 08/26/12	CBS Sunday Morr	-	9-1030a	1	:30	1 \$1,300.00 P-	3 0.00 NM	1	\$1,300.00
<u>Start Date</u> Week: 08/20/12	End Date 08/26/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,300.00	Rating 0.00					
3 WKMG 08/26	/12 08/26/12	Face The Nation Face The Nation	CM 1-hr	1030-1130a	1	:30	1 \$1,100.00 P-	3 0.00 NM	1	\$1,100.00
<u>Start Date</u> Week: 08/20/12	End Date 08/26/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00					** ***
4 WKMG 08/27	/12 08/28/12	M-F 11p News M-F 11p News	СМ	11-1135p	MT	:30	2 \$1,800.00 P-	3 0.00 NM	2	\$3,600.00



**WKMG** 

256888

Flight Dates 08/22/12-08/28/12

**Hiatus Dates** 

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser POL/60 Plus Association Product 60 PLUS ASSOC SENATE Estimate # 1907

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type S	Tota Spots	ils Amount
4 WKMG 08/27/12 08/28/	12 M-F 11p News M-F 11p News	СМ	11-1135p	MT	:30 2	\$1,800.00 P-3	0.00 NM	2	\$3,600.00
<u>Start Date</u> <u>End Da</u> Week: 08/27/12 09/02/1	te <u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$1,800.00	Rating 0.00					
							Totals	6	\$9 600 00

## SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or Refers to But is Not Authorized by a Candidate)

Address		21226
Phone Number  2. THE TOP OFFICERS OR THE MEMBERS OF ARE:  Sames L. Ma,	THE BOARD OF DIRECTORS OF THE PURCHASER	
3. IF THE AD REFERS TO A CANDIDATE:		
a. The name of the candidate is		
	o the office oferal Election.	in
4. IF THE AD REFERS TO AN ISSUE:		
a. The issue is 60 Plu	SASSOC.	
b. The Purchaser is	•	

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

06277828



#### WKMG

# ORDER

## Flight Dates 08/15/12-08/21/12

 Order Sep
 00:15:00

 Product
 Estimate #
 1906

Alt Order #

Contract / Revision 256885 / 60 PLUS ASSOC SENATE

Original Date / Revision Agency Com 15% Billing Type Cash

08/14/12 08/14/12 Billing Contact Order Type GENERAL
Billing Cycle EOM/EOC

Advertiser POL/60 Plus Association

600 Fairmount Ave., Ste 306

Towson, MD 21286-1002

Billing Calendar BROADCAST

Demographic A50+
Agency Mentzer Media Services

PowSon, NiD 21286-1002

Demographic A50+

Agency Mentzer Media Services Rev Codes AGY POL ISSUE

Buying Contact Elise Cloyd Sales Office Bull Product Codes PL-Issue

Sales Region NAT Priority P-3

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Region NAT
Agency Ref
Advertiser Ref

Primary Account Executive Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100% Order Share 100% Market Value 9600

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDO	%	0

**Billing Plan Order Totals** Rating Start Date End Date # Spots **Net Amount Gross Amount** Net Amount Gross Amount # of Spots Month \$9,600.00 0.00 07/30/12 08/21/12 \$8,160.00 \$8,160.00 \$9,600.00 6 August 2012 0.00 6 \$8,160.00 \$9,600.00 Totals

											Tota	<u>lls</u>
Lr	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spot	ts Rate Pri	Rtg Type	Spots	Amount
1		08/16/12	2 08/17/12	M-F 11p News	CM	11-1135p	TF	:30	2 \$1,800.00 P-3	0.00 NM	2	\$3,600.00
				M-F 11p News								
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
1	Veek: 08/1	3/12	08/19/12	TF	2	\$1,800.00	0.00				İ	
	WKMG	08/19/1:	2 08/19/12	CBS Sunday Mor	ning CM	9-1030a	1	:30	1 \$1,300.00 P-3	0.00 NM	1	\$1,300.00
				CBS Sunday Mor	ning							
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
1	Veek: 08/1	3/12	08/19/12	1	1	\$1,300.00	0.00					
	WKMG	08/19/1	2 08/19/12	Face The Nation	CM	1030-1130a	1	:30	1 \$1,100.00 P-3	0.00 NM	1	\$1,100.00
				Face The Nation	1-hr							
	Star	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>					
١	Neek: 08/1	3/12	08/19/12	1	1	\$1,100.00	0.00					
	WKMG	08/20/1	2 08/21/12	M-F 11p News	CM	11-1135p	MT	:30	2 \$1,800.00 P-3	0.00 NM	2	\$3,600.00
				M-F 11p News								
	<u>Sta</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			l		



Print Date: 08/14/12

Page 2 of 2

Contract / Revision

256885

Flight Dates 08/15/12-08/21/12

Hiatus Dates

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser POL/60 Plus Association Product 60 PLUS ASSOC SENATE Estimate # 1906

Ln Ch Start End	Inventory Code	Break	Start/End Tir	me Days	Len Spot	and the second s			Amount
4 WKMG 08/20/12 08/21/12	M-F 11p News M-F 11p News	СМ	11-1135p	MT	:30	2 \$1,800.00 P-3	0.00 NM	2	\$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	<u>Weekdays</u> <u>S</u> MT	pots/Week 2	<u>Rate</u> \$1,800.00	Rating 0.00			Totals		\$9,600.00